



# NHP Naval Hospital Pensacola



*Recipient of  
the 2002  
Navy  
Surgeon's  
General  
Award of  
Excellence in  
Force Health  
Protection*



*2001-2002 Picker  
Institute Benchmark  
Hospital #1, United  
States Most Patient-  
Centered Hospital-  
Continuity and  
Transition  
Dimension of Care*

## ***“Steaming to Assist”***



NHP Naval Hospital Pensacola



## **Command Philosophy**

1. "If you're not having fun, you are not doing it right."
2. "The main thing, is to keep the main thing, the main thing."
3. "I go where the puck is going to be, not where it is."

[http://psaweb.med.navy.mil/cop/cmd  
%20philosophy.htm](http://psaweb.med.navy.mil/cop/cmd%20philosophy.htm)

The background of the slide is a photograph of the Naval Hospital Pensacola. The image shows a large, multi-story hospital building with a modern architectural style, featuring a mix of brick and light-colored panels. The building is set against a sky with soft, white clouds. In the foreground, there's a parking lot with a few cars and some greenery. The overall tone of the image is professional and clean.

## ***MISSION***

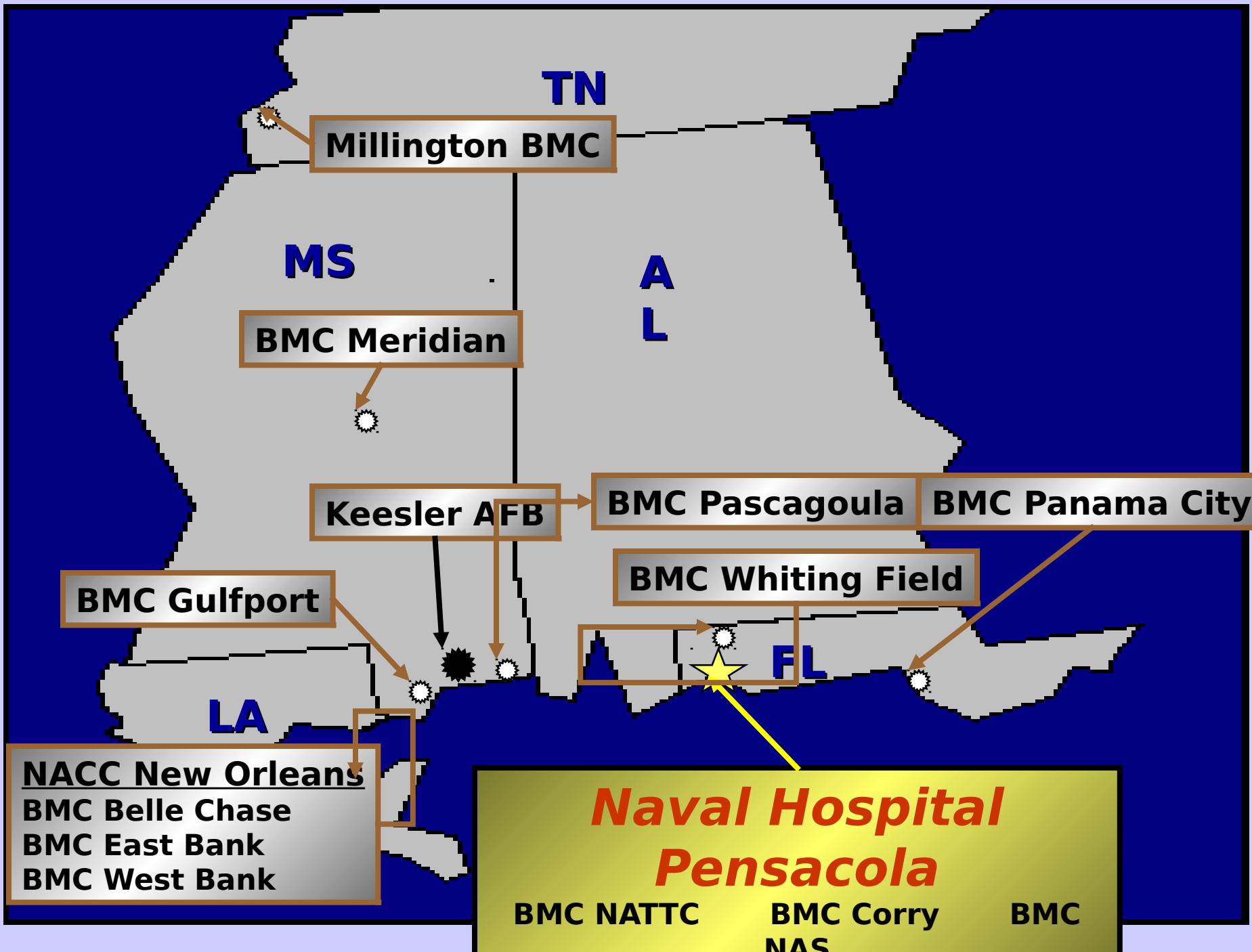
**Our mission is Force Health Protection. We promote and restore the health of our Sailors and Marines, families, retired veterans and all others entrusted to our care, anytime, anywhere.**

## ***VISION***

**Naval Hospital Pensacola will be the provider of choice by achieving superior performance in Health Services and Population Health.**

## ***GOALS***

**Our Health Services are Safe, Effective, Patient Centered, Timely, Efficient, & Equitable**



# **MUDDY**

NP Naval Hospital Pensacola



# **BOOTS**

FORCE  
HEALTH  
PROTECTION

RETIREEES  
& THEIR  
FAMILIES



SUPER  
HYPERFI  
TSAILOR  
S &  
MARINES  
HEALTHY  
FAMILIE  
S

# **CUSTOMER SATISFACTION**





NHP Naval Hospital Pensacola



# The Childbirth Experience: *CIRCA 2001*





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# **The Childbirth Experience: *CIRCA 2003***

## ***New LDRP Suites***





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- Background
- Goals
- Service Standards
- Patient Surveys
- Economic Impact
- Perinatal Committee







# NHP Naval Hospital Pensacola



## GRAND OPENING OF OUR LABOR & DELIVERY SUITES

Tuesday, March 26, 2002 • 11:00 a.m. - 2:00 p.m.



Expectant mothers can look forward to a memorable and more comfortable birthing experience with the opening of Naval Hospital Pensacola's new Labor/Delivery/Recovery/Postpartum (LDRP) Suites. These over-sized family suites have a homey touch and state-of-the-art medical equipment.

Active duty, military retirees and their families are invited to an open house and tour of the Labor and Delivery suites from 11 a.m. until 2 p.m. on Tuesday, March 26.

- Cherry wood furniture
- Sleep-chair for family members
- Table/chairs
- TV, CD player
- Nature-related artwork
- Upgraded menu

- Central monitoring station
- Portable ultrasound
- Fetal monitors
- Hydrotherapy labor tub for pain management
- Infant warmers for each suite



11:00 a.m.-2:00 p.m.— Open House & Tours of LDRPs (located on 8th floor)

### PRESENTATIONS DURING OPEN HOUSE:

- 11:30 a.m.— Advantages of Breastfeeding
- 12 noon— Infant/Child Car-Seat Safety
- 12 noon— Childbirth Education
- 12:30 p.m.— Infant and Child Immunizations
- 1:00 p.m.— Avoiding Baby Bottle Tooth Decay
- 1:30 p.m.— Prenatal Diet & Management
- 1:30 p.m.— Labor Support Practices

## NHP Naval Hospital Pensacola

*"Providing Quality Medical Care For Military Families"*

6000 West Highway 98 • Pensacola, FL • 32512-0003

Web-site: [psaweb.med.navy.mil](http://psaweb.med.navy.mil)



- Marketing Strategy
- Future Efforts

## NHP Naval Hospital Pensacola



**Welcomes**  
**Nancy Delaney, M.D.**  
LCDR, MC, USN

Dr. Nancy Delaney graduated from Dartmouth Medical School, and completed her residency in Internal Medicine at Portsmouth Naval Medical Center. Board Certified in Internal Medicine, Dr. Delaney also completed a Fellowship in Rheumatology.

"I look forward to taking care of our retired beneficiaries. They worked hard for us in the past, and now it's my turn to help them."

Dr. Nancy Delaney is accepting TRICARE Prime patients in the Internal Medicine Clinic. For appointments, call

**505-7171**





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# Marketing & Obstetrics: Development of a Marketing Leverage Plan

- PLAN: Image and Branding
- PRODUCT: The LDRP Differential



**PRINCIPLE AUTHORS/INVESTIGATORS:**

**CDR Kathleen A. Michel**  
**Stig Michael Ludvigsen**

**LT William D. Carroll**



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## **Family Centered Care Initiatives**

Improved Education

Provider Continuity

2<sup>nd</sup> Trimester Ultrasounds

Reserved Parking

Perinatal Education Center

ICE

Department Brochure

Virtual Tour

Breastfeeding Support

LDRPs

Prenatal Pediatric  
Consults

STABLE

Birth Plans







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## Postpartum Care Clinic



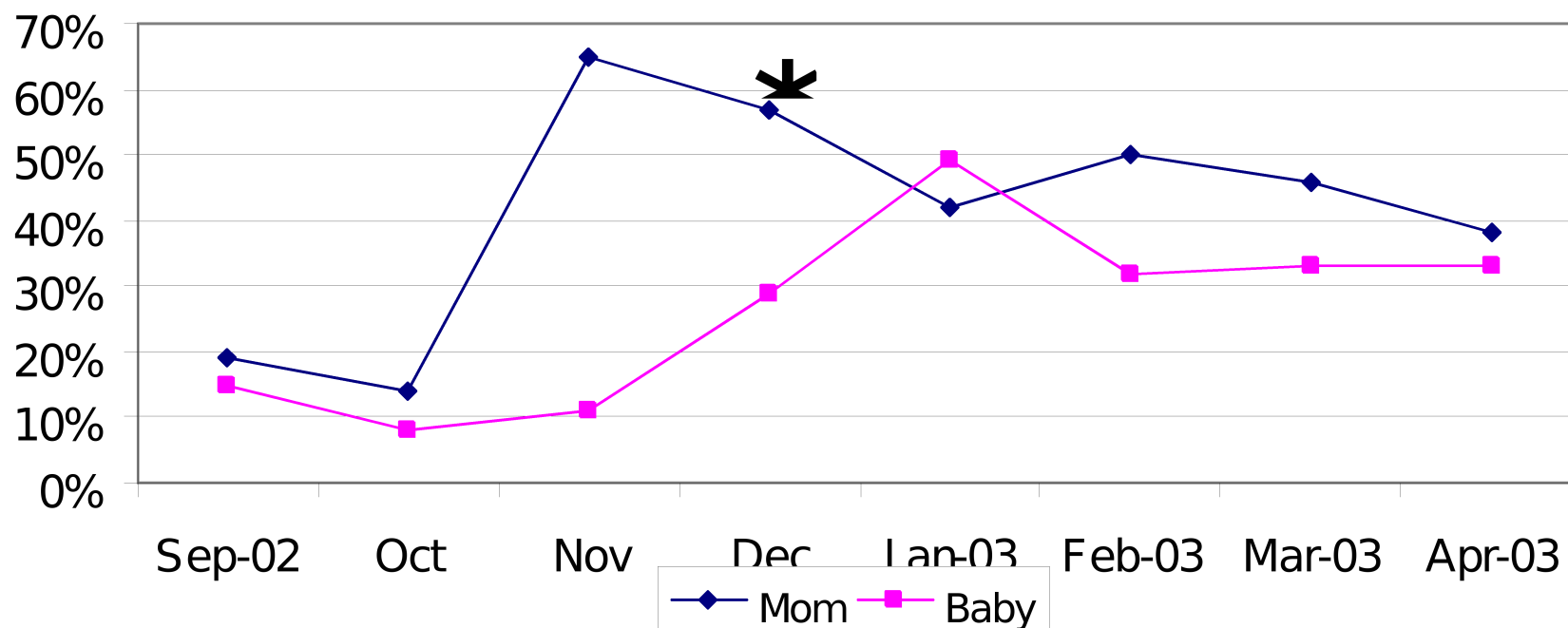


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## Postpartum Care Clinic

PPCC Referrals



\* Lactation consults counted



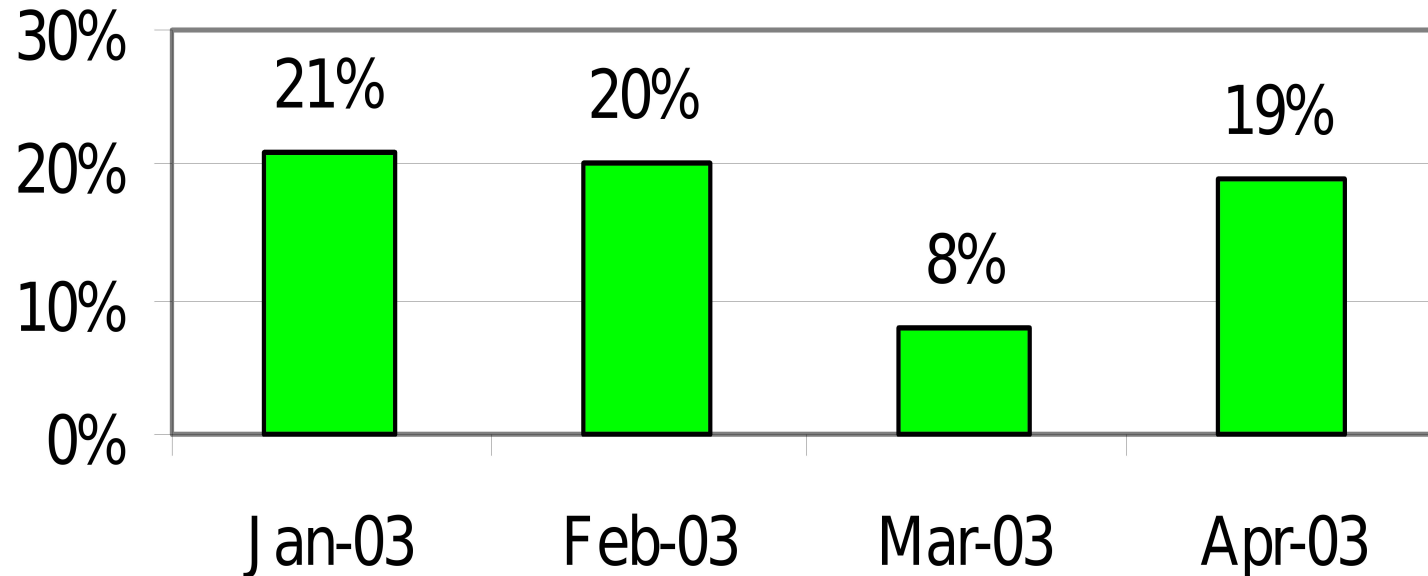


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## Postpartum Care Clinic

**% of patients who would have made an  
ER/PCM visit if they did not already have a  
PPCC appointment**



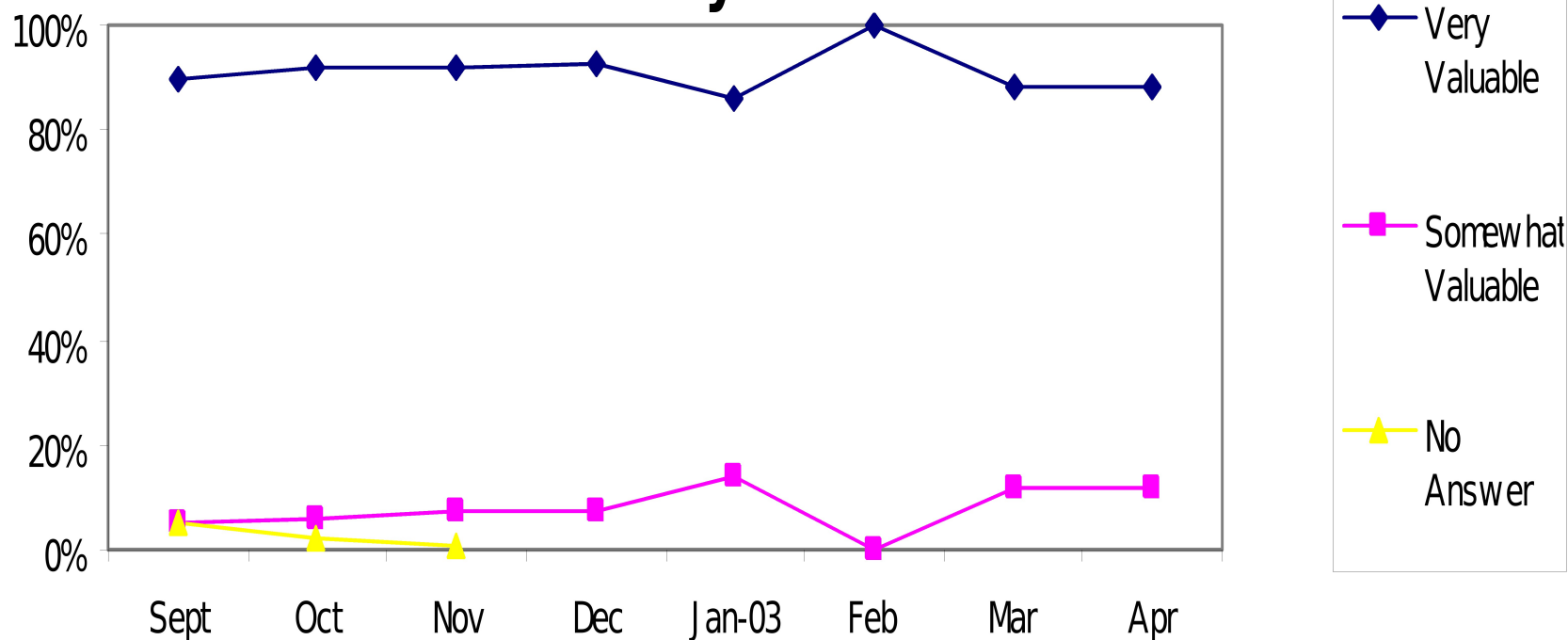


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## Postpartum Care Clinic

### PPCC: How Worthwhile Was Your Visit to the PPCC Today?





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## Perinatal Education Center





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## Family Centered Care

